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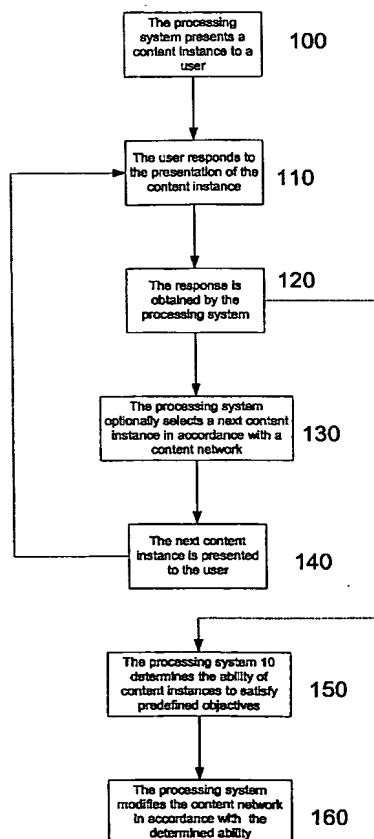
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[Continued on next page]

(54) Title: **CONTENT SYSTEM**



(57) Abstract: A method of controlling the presentation of content instances using a processing system. The method involves causing the processing system to present one or more content instances to the user in accordance with a content network. The processing system then determines one or more responses provided by the user in response to the presentation of the content instance, before using the responses to evaluate the content in accordance with predetermined criteria. Following the evaluation the processing system modifies the content network to thereby vary the content presented in future.

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